

ORDER



Orders
Order / Rev: 710129
Alt Order #: 06299037
Product Desc: AFSCME/SEIU/NEA
Estimate: 1683
Flight Dates: 10/09/12 - 11/06/12
Original Date / Rev: 10/09/12 / 10/09/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Waterfront Strategies/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave Ste 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: AFSCME/ SEIU/ NEA
Demographic: A25-54
Product Codes: IS-Candidate/US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	59	\$146,050.00	\$124,142.50
10/29/12	11/06/12	30	\$71,550.00	\$60,817.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	59	\$146,050.00	\$124,142.50	0.00
November 2012	30	\$71,550.00	\$60,817.50	0.00
Totals	89	\$217,600.00	\$184,960.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	10/09/12	11/05/12	Letterman Late Night with David Letterman(11:35 PM-12:35 XM)	CM	1135P-1237A	MTWTF--	:30	3	\$1,200.00	P-2	0.00	NM	12	\$14,400.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	MTWTF--		3				\$1,200.00		0.00			
	Week:	10/16/12	10/22/12	MTWTF--		3				\$1,200.00		0.00			
	Week:	10/23/12	10/29/12	MTWTF--		3				\$1,200.00		0.00			
	Week:	10/30/12	11/05/12	MTWTF--		3				\$1,200.00		0.00			
2	WUSA	10/09/12	11/05/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	:30	3	\$1,500.00	P-1	0.00	NM	12	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	MTWTF--		3				\$1,500.00		0.00			
	Week:	10/16/12	10/22/12	MTWTF--		3				\$1,500.00		0.00			
	Week:	10/23/12	10/29/12	MTWTF--		3				\$1,500.00		0.00			
	Week:	10/30/12	11/05/12	MTWTF--		3				\$1,500.00		0.00			
3	WUSA	10/09/12	11/05/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	8	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	MTWTF--		2				\$1,200.00		0.00			
	Week:	10/16/12	10/22/12	MTWTF--		2				\$1,200.00		0.00			
	Week:	10/23/12	10/29/12	MTWTF--		2				\$1,200.00		0.00			
	Week:	10/30/12	11/05/12	MTWTF--		2				\$1,200.00		0.00			
4	WUSA	10/09/12	11/05/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWTF--	:30	3	\$1,500.00	P-1	0.00	NM	12	\$18,000.00

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WUSA	10/09/12	11/05/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWTF--	:30	3	\$1,500.00	P-1	0.00	NM	12	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		3			\$1,500.00			0.00			
		Week: 10/16/12	10/22/12	MTWTF--		3			\$1,500.00			0.00			
		Week: 10/23/12	10/29/12	MTWTF--		3			\$1,500.00			0.00			
		Week: 10/30/12	11/05/12	MTWTF--		3			\$1,500.00			0.00			
5	WUSA	10/09/12	11/05/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	1	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		1			\$1,000.00			0.00			
		Week: 10/16/12	10/22/12	MTWTF--		1			\$1,000.00			0.00			
		Week: 10/23/12	10/29/12	MTWTF--		1			\$1,000.00			0.00			
		Week: 10/30/12	11/05/12	MTWTF--		1			\$1,000.00			0.00			
6	WUSA	10/09/12	11/05/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	2	\$1,000.00	P-2	0.00	NM	9	\$9,000.00
		COMMENTS APPLY TO SUB LINES A THRU B 9 NEWS AT 5P													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		2			\$1,000.00			0.00			
		Week: 10/16/12	10/22/12	MTWTF--		2			\$1,000.00			0.00			
		Week: 10/23/12	10/29/12	MTWTF--		2			\$1,000.00			0.00			
		Week: 10/30/12	11/05/12	MTWTF--		3			\$1,000.00			0.00			
7	WUSA	10/09/12	11/05/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	2	\$1,500.00	P-1	0.00	NM	8	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		2			\$1,500.00			0.00			
		Week: 10/16/12	10/22/12	MTWTF--		2			\$1,500.00			0.00			
		Week: 10/23/12	10/29/12	MTWTF--		2			\$1,500.00			0.00			
		Week: 10/30/12	11/05/12	MTWTF--		2			\$1,500.00			0.00			
8	WUSA	11/03/12	11/03/12	NCAA Football Game #2 NCAA Football Game #2	CM	3-7p (3:30 PM-7:00 PM)	-----S-	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1			\$4,000.00			0.00			
9	WUSA	10/13/12	11/03/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM	-----S-	:30	1	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1			\$350.00			0.00			
		Week: 10/15/12	10/21/12	-----S-		1			\$350.00			0.00			
		Week: 10/22/12	10/28/12	-----S-		1			\$350.00			0.00			
		Week: 10/29/12	11/04/12	-----S-		1			\$350.00			0.00			
10	WUSA	10/14/12	10/14/12	NFL Football Game #1 NFL Football Game #1	CM	Sun 1-4p	-----S	:30	1	\$20,000.00	P-2	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1			\$20,000.00			0.00			
11	WUSA	10/11/12	11/01/12	Thu Prime C Elementary	CM	10-11P	---T---	:30	1	\$10,000.00	P-2	0.00	NM	4	\$40,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---		1			\$10,000.00			0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		1	WUSA	10/08/12-10/14/12	Thu Prime C	10-11P	---Th----	:30	\$10,000.00	0.00	NM				
		See MG 11.5													
		5	WUSA	10/11/12-10/11/12	Prime Political Program	Thu 9-11p	---Th----	:30	\$10,000.00	0.00	NM				
		Ⓜ MG for 11.1 10/11													
		Week: 10/15/12	10/21/12	---T---		1			\$10,000.00			0.00			
		Week: 10/22/12	10/28/12	---T---		1			\$10,000.00			0.00			
		Week: 10/29/12	11/04/12	---T---		1			\$10,000.00			0.00			

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
12	WUSA	10/09/12	11/05/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTFSS	:30	2	\$3,000.00	P-2	0.00	NM	8	\$24,000.00
				9 NEWS NOW @ 11PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	MTWTFSS					2	\$3,000.00		0.00			
	Week:	10/16/12	10/22/12	MTWTFSS					2	\$3,000.00		0.00			
	Week:	10/23/12	10/29/12	MTWTFSS					2	\$3,000.00		0.00			
	Week:	10/30/12	11/05/12	MTWTFSS					2	\$3,000.00		0.00			
13	WUSA	10/30/12	10/30/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$20,000.00	P-1	0.00	NM	1	\$20,000.00
				NCIS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-T-----					1	\$20,000.00		0.00			
14	WUSA	10/16/12	10/16/12	Tue Prime B NCIS: Los Angeles	CM	9-10P	-T-----	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
				NCIS:LOS ANGELES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-T-----					1	\$18,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WUSA	10/15/12-10/21/12	Tue Prime B		9-10P	-T-----	:30		\$18,000.00		0.00	NM		
				See MG 14.2											
	2	WUSA	10/16/12-10/16/12	Prime Political Program		Tue 9-11p	-T-----	:30		\$18,000.00		0.00	NM		
				Ⓜ MG for 14.1 10/16											
15	WUSA	11/06/12	11/06/12	Price Is Right The Price is Right	CM	11a-12p	-T-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----					1	\$1,500.00		0.00			
16	WUSA	11/06/12	11/06/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----					1	\$1,200.00		0.00			
17	WUSA	11/06/12	11/06/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	-T-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----					1	\$1,500.00		0.00			
18	WUSA	11/06/12	11/06/12	4-5p Dr. Phil	CM	4-5p	-T-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----					1	\$1,000.00		0.00			
													Totals	89	\$217,600.00